

## Choose or Create the Image You Share to Social Media (from a Blog, Webpage, or Newsletter)

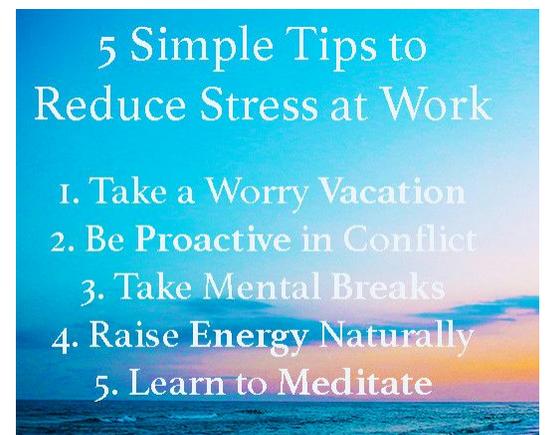
One of the most tricky parts of social media sharing is when you want to share a link from a website page or blog post, and Facebook or Pinterest generates only a few images to choose from, none of which you feel are up to the standard of creating a high-quality, engaging, and inspiring post.

Just to recap, images that are successful on social media sites are those that usually have text overlaid on the photo itself. Thus, being able to choose an image that will appear only on social media, (versus the image that appears on your webpage or blog post), will strengthen your efforts to reach more people with your content.

### What are some examples of good image posts to share?

Pulling out the 5 tips or points you made in the blog post and highlighting them in short form. *Example right.*

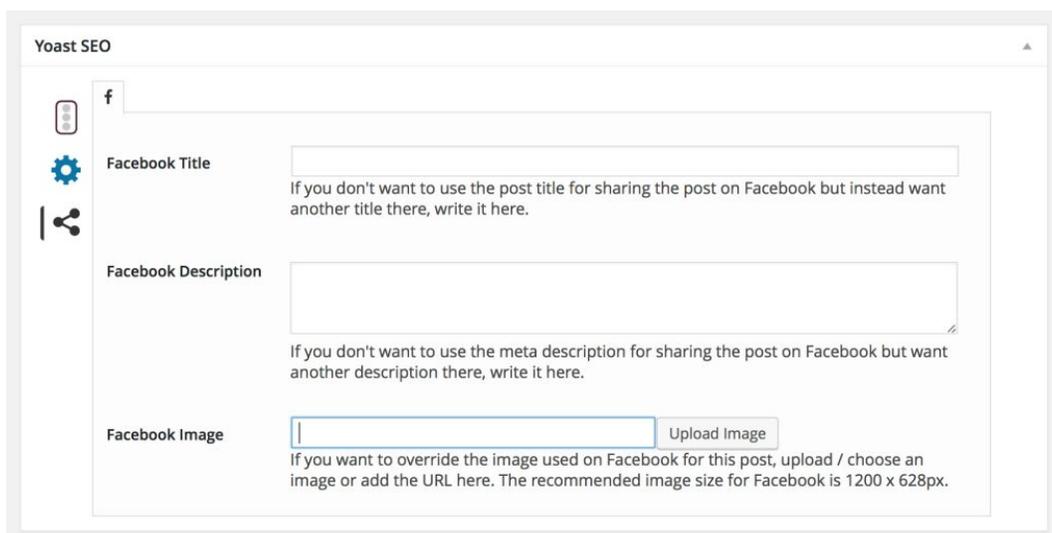
Pulling out an inspiring, funny, or educational quote from your blog or page that you overlay to the image that you have already chosen, so people who click on the social media post and are taken to your page, recognize that they are on the right page (seeing the same image from social media on the webpage or blog post that they have landed).



### Webpages and Blog Posts

How do you choose a special featured image to appear on social media sites? It's key to use a widget found in WordPress that we recommend also for search engine optimization, called Yoast SEO.

There is a tab with the "f" for Facebook where you can customize your social media post's title, description, and upload a special image.



Yoast SEO

f

**Facebook Title**  
If you don't want to use the post title for sharing the post on Facebook but instead want another title there, write it here.

**Facebook Description**  
If you don't want to use the meta description for sharing the post on Facebook but want another description there, write it here.

**Facebook Image**  
If you want to override the image used on Facebook for this post, upload / choose an image or add the URL here. The recommended image size for Facebook is 1200 x 628px.

Upload Image

# Choose or Create the Image You Share to Social Media (from a Blog, Webpage, or Newsletter)

*Note: Recommended image sizes are frequently updated by social media sites.*

For Pinterest, any image on your web page or post is automatically generated as a possible “choice” of what a visitor can “pin.” Did you know that Pinterest users help you share content as they surf the web? If they find your blog of interest, they may share it to their Pinterest board, using a Pinterest share button in their web browser, that chooses a “pin” from whatever images you have on the page.

The featured social media image widget above will not work the same for Pinterest users, unless the special image you’ve created for the widget also appears somewhere on your page or post.

Here is an example of one way to make a blog post Pinterest- friendly, where the main image itself is a photo-quote, and will be picked up by Pinterest web-surfers who decide to “pin” and share the blog to their “board.”

## For Joy We Live

From joy we came. For joy we live.



If you want to be sad,  
**no one in the world  
can make you happy.**

But if you **make up your  
mind to be happy**, no  
one and nothing on earth can  
take that happiness from you.

**-Paramhansa Yogananda**  
author of *Autobiography of a Yogi*

### How to Be Happy

Date: [May 11, 2012](#)

Author: [ForJoyWeLive](#)

Category: [Spiritual Growth & Happiness](#)

Tags: [behavior change](#), [happiness](#),  
[healing](#), [joy](#), [meditation](#), [motivation](#),  
[positivity](#), [spirituality](#), [yoga](#), [yogananda](#)

[No Really, How do I Quiet my Mind? →](#)

How to be happy *always*, is a challenge for each individual. They must be willing to find the inner strength and inspiration that is required to accomplish this from within.

We all want happiness, but how do we find it?

Life is full of perceptions of events that we assign either a positive or negative meaning– yet what occurs is always neutral. It's a matter of what meaning we assign to what we experience in life.

Because our ability to feel more positive and happy begins in the way we think, the key is finding that space inside of us that is willing to change how we perceive and process our experiences to become more positive.

“If you want to be sad, no one in the world can make you happy. But if you make up your mind to be happy, no one and nothing on earth can take that happiness from you.” – [Paramhansa Yogananda](#), author of *Autobiography of a Yogi*.

One thing that we can do immediately to change our perceptions and experience is to practice cultivating more positive emotions like calmness, happiness, and kindness. Not only will you start to feel more positive more often, but you will also begin to rewire the neural pathways in your brain that are in charge of emotional reactions and perceptions to situations– such that they will more naturally connect more easily to the pathways that exhibit positive emotions.

## Choose or Create the Image You Share to Social Media (from a Blog, Webpage, or Newsletter)

Being Pinterest-friendly is an important tool for success, since many more people will share your content on their own time as they find your blog through multiple avenues, including google searches, image searches, other social media sites, or email.

Newsletter

In addition, if you are using MailChimp, you can enable a feature at the final window for “review”, called social card. There you can do the same customizing as you do for featured social media images on websites. (Choose an image, title header, and description.)

To maximize this feature, first, be sure you have already connected the correct social media Facebook and Twitter accounts to your MailChimp. This can be done in your account settings, under integrations.

Then, each time you are asked in the second phase of your campaign creation, called setup, be sure to check the boxes for “Auto-posting to Facebook” or “Auto-tweeting to Twitter”.

The screenshot shows the MailChimp campaign setup interface. At the top, there is a header with a profile icon, the text "Untitled", and links for "Help" and "Save And Exit". Below the header, there are several sections of settings:

- tracking URLs.** [Learn more](#)
- Google Analytics link tracking**  
Track clicks from your campaigns all the way to purchases on your website.  
Requires [Google Analytics](#) on your website.
- Goal tracking** Paid accounts only  
Track where subscribers go on your site, then trigger automations or segment your list based on what pages they've visited.  
First, [enable Goal](#) in Account > Integrations.
- Track stats in Salesforce or Highrise**  
First, [enable Salesforce or Highrise](#) in Account > Integrations.

---

**Social media**

- Auto-tweet campaign as**
- Auto-post to Facebook after sending**

---

**More options**

- Auto-convert video**  
Turn this on, and we'll scan your content for embedded videos (which don't always render properly in email apps), then auto-convert them to use our email-friendly [video merge tags](#) instead.
- Authenticate campaign**  
Authentication is like a license plate for your email. It provides a trackable identifier, which indicates you're a legitimate sender. [Learn more](#)

At the bottom, there is a navigation bar with the following elements: "< Back", "Recipients > Setup > Template > Design > Confirm", and "Next >".

Choose or Create the Image You Share to Social Media (from a Blog, Webpage, or Newsletter)

Here is what a finished social media card from MailChimp looks like:

**Ananda Yoga and Meditation Center of Berkeley**  
Published by MailChimp [?] · January 1 at 5:59am · 🌐

Holiday Party Dec 12 in Berkeley and Christmas Concert Dec 6 in Palo Alto

**Get Info on the Ananda Berkeley January Events**  
"To those who think me near, I will be near." Paramhansa Yogananda Info on Master's Birthday Meditation & Sunday Service Jan.10th.  
[US12.CAMPAIGN-ARCHIVE1.COM](http://US12.CAMPAIGN-ARCHIVE1.COM)

7 people reached Boost Post

Like Comment Share Buffer